

Party ON THE *Green*



the **2024**
Sponsorship
PACKAGE

The East Lake Foundation and Golf Channel are proud to present the 2024 Party on the Green and East Lake Cup.

These two signature events ensure the Foundation and its partners can provide every member of our community equitable access to the resources, tools and supports needed to thrive.



East Lake
FOUNDATION





The **Community** **IMPACT**

Proceeds from the East Lake Cup and Party on the Green benefit the East Lake Foundation. As a supporter of these two events, you will play a crucial role in aiding the Foundation by investing in our Cradle-to-College and Career Continuum.



East Lake Foundation

Founded in 1995, the East Lake Foundation demonstrates that with the right combination of collaboration, community, and support, incredible things are possible. For nearly 30 years, the Foundation has helped to create mixed-income housing and infrastructure, educational opportunities from cradle to college/career, community wellness and recreation activities, and economic vitality programs such as entrepreneurship, career readiness, and financial literacy, among others, to ensure the East Lake neighborhood is recognized for what is possible and not defined by its past.

The Foundation's collective work with partners is proof that a community that had experienced disinvestment and a lack of opportunities for decades can become a neighborhood where children and their families thrive and experience increased upward mobility, improved health outcomes, and greater racial equity.

Cradle-to-College and Career Continuum

Drew Charter School and its early learning partners are an integral part of the East Lake Foundation's holistic neighborhood revitalization and represents the neighborhood's Cradle-to-College and Career Continuum with more than 2,200 students from birth through 12th grade.





The **Events that
make a DIFFERENCE**

Party ON THE Green

Party on the Green

Saturday, October 26, 2024 at 6:00pm

Party on the Green is the East Lake Foundation's signature event benefitting our Cradle-to-College and Career Continuum.

This year's Party on the Green will honor Kathie and Chuck Palmer for their volunteer and philanthropic support of the East Lake Foundation and unwavering commitment to our families in the East Lake and Drew Charter School communities.



Additionally, the 10th Annual Tom Cousins Award will be presented to two collegiate golfers who are excelling in academics and engagement in the community.



2024 Honorees Kathie and Chuck Palmer



East Lake Cup

Monday, October 28, 2024 – Wednesday, October 30, 2024

The 10th Annual East Lake Cup is a three-day collegiate stroke play and match play event featuring top ranked NCAA Division I men's and women's college golf teams. It will be contested at the East Lake Golf Club.

Texas, Wake Forest, Auburn, USC, and Duke are among some of the notable programs that have competed in previous years. Notable players including Viktor Hovland, Scottie Scheffler, Bronte Law, Andrea Lee, and Matthew Wolff have also competed.



2023 Teams

Schedule of Events at the East Lake Golf Club

PARTY ON THE GREEN

Saturday, October 26

6:00 pm Party on the Green Celebration

EAST LAKE CUP

Sunday, October 27

8:00 am East Lake Cup Collegiate Am-Am Morning Wave Shotgun Start

1:00 pm East Lake Cup Collegiate Am-Am Afternoon Wave Shotgun Start

Monday, October 28

10:00 am VIP Hospitality in Grill Room

10:55 am Day 1 Play Begins - Stroke Play format

Tuesday, October 29

10:00 am VIP Hospitality in Grill Room

11:00 am Day 2 Play Begins - Match Play format

Wednesday, October 30

10:00 am VIP Hospitality in Grill Room

11:00 am Final Day Play Begins - Match Play format

AWARDS CEREMONY FOLLOWING PLAY



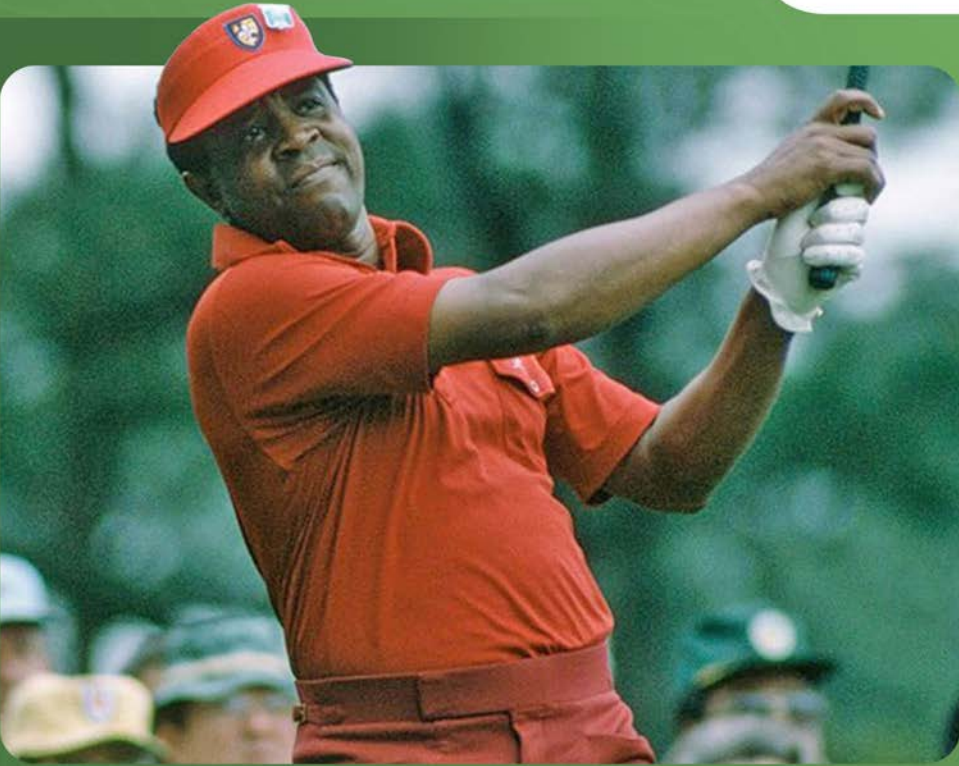
Party
ON THE
Green



EAST LAKE
CUP

the **Sponsorship PACKAGES**

The East Lake Foundation and Golf Channel share in our commitment to Diversity, Equity and Inclusion. We are honored to name our sponsorship packages in recognition of four extraordinary African-American golfers.



LEE ELDER

First African-American to play in the Masters Tournament. Member of the 1979 Ryder Cup Team. Recipient of the United States Golf Association's highest honor, the Bob Jones Award.

\$50,000

Play the newly renovated course at East Lake Golf Club

Lee Elder Package 1

\$50,000

PARTY ON THE GREEN

12 tickets to Party on the Green (*Sat, Oct 26*)

Click-through logo featured on event website as a Lee Elder Sponsor

Logo featured on day of event sponsor display and printed on event invitation* as a Lee Elder Sponsor

EAST LAKE CUP

3 playing spots** (1 threesome) in the Collegiate Am-Am playing alongside a NCAA team member (*Sun, Oct 27*)

10 Hospitality Tickets to the East Lake Cup (*Mon-Wed, Oct 28-30*)

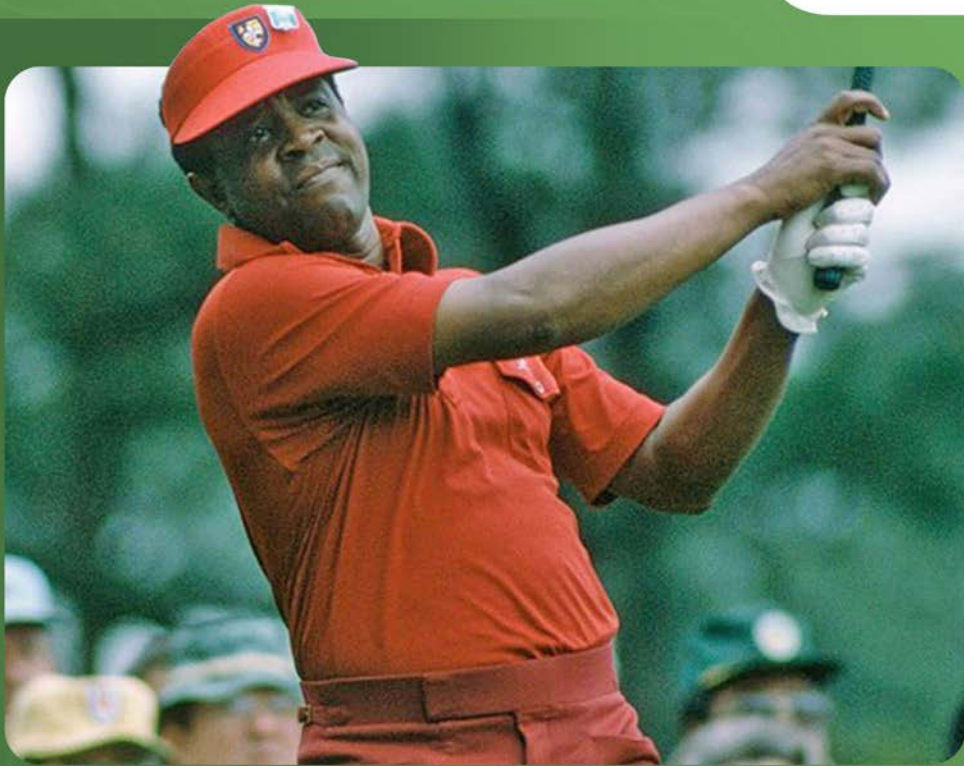
14 Ground Tickets to East Lake Cup (*Mon-Wed, Oct 28-30*)

8 VIP Parking Pass (*Mon-Wed, Oct 28-30*)

14 General Parking Passes (*Mon-Wed, Oct 28-30*)

**To be listed on the Formal Invitation, supporters must submit a formal pledge by August 1, 2024.*

***Due to high demand, playing spots are limited. 6 packages are available at this level.*



LEE ELDER

First African-American to play in the Masters Tournament. Member of the 1979 Ryder Cup Team. Recipient of the United States Golf Association's highest honor, the Bob Jones Award.

Lee Elder Package 2

\$50,000

PARTY ON THE GREEN

16 tickets to Party on the Green (*Sat, Oct 26*)

Click-through logo featured on event website as a Lee Elder Sponsor

Logo featured on day of event sponsor display and printed on event invitation* as a Lee Elder Sponsor

EAST LAKE CUP

10 Hospitality Tickets to the East Lake Cup (*Mon-Wed, Oct 28-30*)

14 Ground Tickets to East Lake Cup (*Mon-Wed, Oct 28-30*)

8 VIP Parking Pass (*Mon-Wed, Oct 28-30*)

14 General Parking Passes (*Mon-Wed, Oct 28-30*)

**To be listed on the Formal Invitation, supporters must submit a formal pledge by August 1, 2024.*

Charlie Sifford Package 1

\$30,000

PARTY ON THE GREEN

8 tickets to Party on the Green *(Sat, Oct 26)*

Click-through logo featured on event website as a Charlie Sifford Sponsor

Logo featured on day of event sponsor display and printed on event invitation* as a Charlie Sifford Sponsor

EAST LAKE CUP

1 playing spot** in the Collegiate Am-Am playing alongside a NCAA team member *(Sun, Oct 27)*

8 Hospitality Tickets to the East Lake Cup *(Mon-Wed, Oct 28-30)*

12 Ground Tickets to East Lake Cup *(Mon-Wed, Oct 28-30)*

6 VIP Parking Pass *(Mon-Wed, Oct 28-30)*

12 General Parking Passes *(Mon-Wed, Oct 28-30)*

**To be listed on the Formal Invitation, supporters must submit a formal pledge by August 1, 2024.*

***Due to high demand, playing spots are limited. 6 packages are available at this level.*



CHARLIE SIFFORD

*First African-American to play on the PGA Tour.
Recipient of the Presidential Medal of Freedom
and member of the World Golf Hall of Fame.*

Charlie Sifford Package 2

\$30,000

PARTY ON THE GREEN

12 tickets to Party on the Green *(Sat, Oct 26)*

Click-through logo featured on event website as a Charlie Sifford Sponsor

Logo featured on day of event sponsor display and printed on event invitation* as a Charlie Sifford Sponsor

EAST LAKE CUP

8 Hospitality Tickets to the East Lake Cup *(Mon-Wed, Oct 28-30)*

12 Ground Tickets to East Lake Cup *(Mon-Wed, Oct 28-30)*

6 VIP Parking Pass *(Mon-Wed, Oct 28-30)*

12 General Parking Passes *(Mon-Wed, Oct 28-30)*

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CHARLIE SIFFORD

*First African-American to play on the PGA Tour.
Recipient of the Presidential Medal of Freedom
and member of the World Golf Hall of Fame.*



ALTHEA GIBSON

African-American professional golfer and tennis player. First Black golfer in the Ladies Professional Golf Association (LPGA).

Althea Gibson Package

\$20,000

PARTY ON THE GREEN

10 tickets to Party on the Green (*Sat, Oct 26*)

Click-through logo included on event website as an Althea Gibson Sponsor

Logo included as an Althea Gibson Sponsor on day of event sponsor display

EAST LAKE CUP

6 Hospitality Tickets to the East Lake Cup (*Mon-Wed, Oct 28-30*)

10 Ground Tickets to East Lake Cup (*Mon-Wed, Oct 28-30*)

4 VIP Parking Pass (*Mon-Wed, Oct 28-30*)

10 General Parking Passes (*Mon-Wed, Oct 28-30*)

Harold Dunovant Package

\$10,000

PARTY ON THE GREEN

8 tickets to Party on the Green (*Sat, Oct 26*)

Listing as a Harold Dunovant Sponsor on the event website

Listing as a Harold Dunovant Sponsor on day of event sponsor display

EAST LAKE CUP

4 Hospitality Tickets to the East Lake Cup (*Mon-Wed, Oct 28-30*)

8 Ground Tickets to East Lake Cup (*Mon-Wed, Oct 28-30*)

2 VIP Parking Pass (*Mon-Wed, Oct 28-30*)

8 General Parking Passes (*Mon-Wed, Oct 28-30*)



HAROLD DUNOVANT

First African-American to graduate from the PGA's Business School. Professional golfer and founder of the National Black Golf Hall of Fame (NBGHF). He and his son, Jeff, are the first African-American father-son duo to become PGA Quarter Century Members.



RENEE POWELL

Second African-American woman to play on the LPGA Tour. Head golf professional at Clearview Golf Club in East Canton, Ohio and a member of the PGA of America Hall of Fame.

Renee Powell Package

\$5,000

PARTY ON THE GREEN

6 tickets to Party on the Green *(Sat, Oct 26)*

Listing as a Renee Powell Sponsor on the event website

Listing as a Renee Powell Sponsor on day of event sponsor display

EAST LAKE CUP

2 Hospitality Tickets to the East Lake Cup *(Mon-Wed, Oct 28-30)*

6 Ground Tickets to East Lake Cup *(Mon-Wed, Oct 28-30)*

1 VIP Parking Pass *(Mon-Wed, Oct 28-30)*

6 General Parking Passes *(Mon-Wed, Oct 28-30)*

Birdie Package

\$2,500

PARTY ON THE GREEN

4 tickets to Party on the Green (*Sat, Oct 26*)

Listing as a Birdie Sponsor on the event website

Listing as a Birdie Sponsor on day of event sponsor display

Par Package

\$1,000

PARTY ON THE GREEN

2 tickets to Party on the Green (*Sat, Oct 26*)

Listing as a Par Sponsor on the event website

Listing as a Par Sponsor on day of event sponsor display





the **Difference**
you make
STARTS HERE

Your support makes the East Lake community better by helping families build better lives and children reach their highest potential. Become a sponsor today. Contact Kivatah Castilla to get started.

kcastilla@eastlakefoundation.org | (404) 974-4514

Please confirm sponsorship by September 25, 2024

East Lake
FOUNDATION

